



# Questions & Answers

## *Request for Proposals for Voter Opinion Survey and Public Messaging Services for Sales Tax Reauthorization*

Date: May 4, 2021  
To: Interested Firms and Individuals  
From: Maria Lombardo, Chief Deputy Director  
Subject: Request for Proposals for Voter Opinion Survey and Public Messaging Services (RFP 20/21-15)

The Transportation Authority received the following questions in italics submitted by 5:00 p.m. on April 29, 2021.

- 1. The intent is to achieve a margin of error between 3-4% for tabulations aggregated to the citywide level, and for four to five groupings of supervisorial districts for both the likely June 2022 and November 2022 voters. Is the Transportation Authority looking for a margin of error of 3-4% for EACH of four to five groupings of supervisorial districts (i.e., no more than 4% margin of error when looking at any of those groupings individually)? Or is it readable samples of 4-5 groupings of supervisorial districts that when aggregated to a city level have a sample size large enough for 3-4% margin of error overall?*

We would ideally like a margin of error of 3-4% for each of the 4-5 groupings of supervisorial districts, and citywide.

- 2. The intent is to achieve a margin of error between 3-4% for tabulations aggregated to the citywide level, and for four to five groupings of supervisorial districts for both the likely June 2022 and November 2022 voters. Can you please clarify what "for four to five groupings of supervisorial districts" means? Does that mean you need margin of error of 3-4% for clusters of 2 to 3 districts? Or is it just 3-4% for the entire citywide, and you will expect the respondent representation of the survey to be proportionally representative of each of the 11 districts? Or something else?*

We would like a margin of error of 3-4% for each of the 4-5 groupings of supervisorial districts, which would be clusters of 2-3 adjacent supervisorial districts.

- 3. Are you looking to hire a general consultant for the campaign as well?*

The Transportation Authority will not be involved with a campaign for any ballot measure.

- 4. Do you have an additional budget for Optional Task 5 (the additional round of surveys), beyond the \$100,000?*

We do not have an additional budget for Optional Task 5 at this time. If we identify the need for an additional round of surveys, we anticipate developing a scope and budget with input from the selected consultant, identifying funding and, seeking Transportation Authority Board approval to appropriate the necessary funds.

5. *When do you want the poll to be in the field by?*

We are looking to the proposers to advise on when it is best to have the poll in the field. We would like to have the results available before the Expenditure Plan Advisory Committee (EPAC) recommends a final Expenditure Plan to the Transportation Authority Board, which would in turn approve the Expenditure Plan and, if it so chooses, ask the Board of Supervisors to place it on the June 2022 ballot. We anticipate that the EPAC would act on the final Expenditure Plan in November/December 2021.

6. *For Task 1, do you anticipate weekly meetings for the entire 15-month length of the contract? Can we assume these meetings can be held by telephone or video call?*

We do not anticipate weekly meetings the entire 15 months but rather, we expect to ramp up to that frequency immediately before, during and after the poll until the final analysis of results is available. We will meet as needed during the rest of the contract period. These meeting can be held by telephone or video conference as appropriate. The overall contract period is set at 15-months in case the decision is made to seek a November 2022 ballot measure as opposed to a June 2022 measure.

7. *Do you have any prior voter research you can provide information on for potential proposers?*

Please see attachments and links provided to the voter survey results prepared for the Transportation Authority for:

- the 2003 Prop K half-cent transportation sales tax measure (Exhibit A: Survey of San Francisco Voters April 27-May 4, 2003)
- the 2010 Prop AA vehicle registration fee (Exhibit B: San Francisco County Transportation Authority Voter Opinion Survey 2010)
- the 2017 Transportation Task Force 2045: <https://www.sftransportation2045.com/voter-survey>

8. *Would you be open to proposals from teams that include a communications/outreach consultant and a research consultant? Is there potential future work for a communications/outreach consultant to support activities like public and stakeholder engagement, or development of the [Transportation Expenditure Plan] TEP?*

We are open for teams that include both a communications/outreach consultant and a research consultant. We are not looking to the team hired under this contract for public and stakeholder engagement.

9. *For Task 5, should proposals include any information about potential costs, specifications, or timing for an additional survey?*

No. If and when we identify the need for additional survey work, we would provide a proposed scope and schedule to the Contractor and ask for a cost and scope proposal at that time.

For more information regarding the RFP, visit the Transportation Authority's website: [www.sfcta.org/contracting](http://www.sfcta.org/contracting)

Exhibit A

Survey of San Francisco Voters  
Conducted for the San Francisco Transportation Authority  
N=800 ± 3.5  
April 27-May 4, 2003  
EMC 03-2819



Gender

Male	50%
Female	50

Hello, my name is \_\_\_\_\_, may I speak with \_\_\_\_\_? Hello, my name is \_\_\_\_\_, and I'm conducting a survey for The Evans/McDonough Research Company to find out how the people of your area feel about some of the different issues facing them. We are not trying to sell anything, and are collecting this information on a scientific and completely confidential basis.

-----

3. Are you registered to vote at this address, or not? **[FOR CONFIRMATION PURPOSES ONLY]**
- |                    |     |
|--------------------|-----|
| Yes----->CONTINUE  | 100 |
| No-----> TERMINATE |     |
4. What would you say are the chances that you will vote in the November 2003 election for San Francisco Mayor and city ballot measures -- are you almost certain to vote, will you probably vote, are the chances 50/50, or do you think that you will not vote?
- |   |    |
|---|----|
| Almost Certain----->CONTINUE                      | 89 |
| Probably----->CONTINUE                            | 7  |
| 50/50 Chance-----> CONTINUE                       | 4  |
| Will not vote/(Don't Know)-----> <b>TERMINATE</b> |    |
5. Do you feel that things in San Francisco are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?
- |                 |    |
|-----------------|----|
| Right Direction | 29 |
| Wrong Track     | 53 |
| (Don't know)    | 18 |

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[www.EvansMcDonough.com](http://www.EvansMcDonough.com)

6. What do you think is the most pressing issue of major concern in San Francisco?  
**(PROBE FOR THREE RESPONSES)**
- |                                       |    |
|---------------------------------------|----|
| Homelessness/Panhandlers/Beggars      | 59 |
| Unemployment/More jobs/Bad economy    | 27 |
| Schools/Education                     | 18 |
| Traffic/Transportation                | 16 |
| Affordable housing/Housing market     | 22 |
| Budget cuts/Deficit/Poor budget       | 19 |
| City government                       | 12 |
| Healthcare issues                     | 9  |
| Crimes/Gangs/Violence                 | 8  |
| Police department/Lack of enforcement | 5  |
| Environment issues                    | 4  |
| Utilities                             | 2  |
| Other                                 | 9  |
| No opinion/No comment                 | 0  |
| Don't Know                            | 3  |
7. Thinking ahead to the next year or so would you say the economy in San Francisco is going to get better or get worse?
- |              |    |
|--------------|----|
| Better       | 36 |
| Worse        | 38 |
| (Same)       | 14 |
| (Don't Know) | 12 |
8. Thinking back over the last year, would you say traffic in San Francisco has gotten better or gotten worse?
- |              |    |
|--------------|----|
| Better       | 22 |
| Worse        | 58 |
| (Same)       | 14 |
| (Don't Know) | 6  |
9. Which of the following statements is closest to your view?
- |   |    |
|---|----|
| Taxes in San Francisco are already high enough; I'll vote against any tax increase on the ballot; | 46 |
| Improving our transportation system should be a top priority even if it means raising taxes;      | 45 |
| (Don't know)  | 9  |

Using a scale of excellent, good, only fair, or poor, please rate each of the following:

	<u>Excellent</u>	<u>Good</u>	<u>Only Fair</u>	<u>Poor</u>	<u>(Don't Know)</u>
10. The job that MUNI is doing overall;	5	49	34	7	5
11. The job that BART is doing overall;	8	49	20	4	19

**[SAMPLE A]**

This November a measure may be on the ballot, we'll call it Proposition B. It would read:

“Shall San Francisco County voters authorize a Transportation Expenditure Plan directing transportation sales tax revenues to the following:

- Build Central Subway
- Extend Caltrain to new Transbay Terminal
- Build citywide rapid bus network
- BART earthquake safety
- Bicycle and pedestrian safety
- Transportation for seniors and disabled.
- Maintain local streets and roads

Approval of Expenditure Plan authorizes continued collection of ½ cent transportation sales tax during implementation of Expenditure Plan.”

12. If the election on Proposition B were held today would you vote YES to approve it or would you vote NO to reject it? (IF UNDECIDED) Well, do you lean toward voting YES or do you lean toward voting NO?

Yes	67
(Lean Yes)	7 ==>74
No	20
(Lean No)	3 ==>23
(Don't Know)	3

13. Passage of Proposition B would keep the sales tax in San Francisco County at the existing level of 8.5%. A vote against Proposition B would result in decreasing San Francisco County's sales tax to 8%. With this in mind, if the election on Proposition B were held today would you vote YES to approve it or would you vote NO to reject it? (IF UNDECIDED) Well, do you lean toward voting YES or do you lean toward voting NO?

Yes	66
(Lean Yes)	3 ==>69
No	26
(Lean No)	1 ==>27
(Don't Know)	4

14. The State Legislature is currently considering a 1% increase in the state sales tax in order to balance the state budget. If the sales tax was increased 1% statewide and Proposition B passed, the sales tax in San Francisco County would be 9.5%. If the sales tax was increased 1% statewide and Proposition B was rejected, the sales tax in San Francisco County would be 9%. With this in mind, if the election on Proposition B were held today would you vote YES to approve it or would you vote NO to reject it? (IF UNDECIDED) Well, do you lean toward voting YES or do you lean toward voting NO?
- |              |         |
|--------------|---------|
| Yes          | 40      |
| (Lean Yes)   | 4 ==>44 |
| No           | 46      |
| (Lean No)    | 4 ==>50 |
| (Don't Know) | 6       |

**[SAMPLE B]**

This November a measure may be on the ballot, we'll call it Proposition B. It would read:

“To accelerate the availability of sales tax and bond revenues for San Francisco transportation projects, shall San Francisco voters rescind current County transportation sales tax and replace it with one cent sales tax to fund new County Transportation Expenditure Plan to:

- Build Central Subway, Geary and Van Ness Rail Lines
- Extend Caltrain to Transbay Terminal
- Build citywide rapid bus network
- Underground 19<sup>th</sup> Avenue in Golden Gate Park
- Bicycle and pedestrian safety
- Transportation for seniors and disabled.
- Maintain local streets and roads

15. If the election on Proposition B were held today would you vote YES to approve it or would you vote NO to reject it? (IF UNDECIDED) Well, do you lean toward voting YES or do you lean toward voting NO?
- |              |         |
|--------------|---------|
| Yes          | 51      |
| (Lean Yes)   | 7 ==>58 |
| No           | 31      |
| (Lean No)    | 4 ==>35 |
| (Don't Know) | 7       |

16. Passage of Proposition B would increase sales tax in San Francisco to 9%. A vote against Proposition B would continue San Francisco's current sales tax at 8.5%. With this in mind, if the election on Proposition B were held today would you vote YES to approve it or would you vote NO to reject it? (IF UNDECIDED) Well, do you lean toward voting YES or do you lean toward voting NO?
- |              |         |
|--------------|---------|
| Yes          | 47      |
| (Lean Yes)   | 2 ==>49 |
| No           | 45      |
| (Lean No)    | 3 ==>48 |
| (Don't Know) | 3       |

17. The State Legislature is currently considering a 1% increase in the state sales tax in order to balance the state budget. If the sales tax was increased 1% statewide and Proposition B passed, the sales tax in San Francisco would be 10%. If the sales tax was increased 1% statewide and Proposition B was rejected, the sales tax in San Francisco would be 8.5%. With this in mind, if the election on Proposition B were held today would you vote YES to approve it or would you vote NO to reject it? (IF UNDECIDED) Well, do you lean toward voting YES or do you lean toward voting NO?
- |              |         |
|--------------|---------|
| Yes          | 30      |
| (Lean Yes)   | 3 ==>33 |
| No           | 56      |
| (Lean No)    | 3 ==>59 |
| (Don't Know) | 8       |

[END SPLIT SAMPLE]

(RESUME ASKING EVERYONE)

18. The original Proposition B local sales tax for transportation was authorized in 1989 and has since funded many projects aimed to improve transportation in San Francisco. Some projects made possible by Prop B are the F line of historic streetcars from the Castro to Fisherman's Wharf, the 3rd Street light rail line, replacement of the entire MUNI fleet, street resurfacing and paratransit services for seniors and the disabled.

With this mind, if the election on Proposition B were held today would you vote YES to approve it or would you vote NO to reject it? (IF UNDECIDED) Well, do you lean toward voting YES or do you lean toward voting NO?

Yes	59
(Lean Yes)	5 ==>64
No	29
(Lean No)	2 ==>31
(Don't Know)	5

I'm going to read you a list of the possible projects and programs that San Francisco officials are considering funding through a new transportation sales tax. After hearing about each project, please tell me whether funding that project would make you much more likely, somewhat more likely, somewhat less likely, or much less likely to vote for a new transportation sales tax. Would **(INSERT QUESTION)** make you much more likely, somewhat more likely, somewhat less likely, or much less likely to vote for a new transportation sales tax.

(RANDOMIZE Q19 –Q36)

	<b><u>Much more Likely</u></b>	<b><u>Somewhat more likely</u></b>	<b><u>Somewhat less likely</u></b>	<b><u>Much less likely</u></b>	<b><u>(Don't Know)</u></b>
19. Increasing funding for MUNI;	27	31	18	18	7
20. Increasing funding for BART and Caltrain in San Francisco;	23	28	21	20	8

	<b>Much more Likely</b>	<b>Somewhat more likely</b>	<b>Somewhat less likely</b>	<b>Much less likely</b>	<b>(Don't Know)</b>
21. Building the Central Subway under 3 <sup>rd</sup> Street, connecting Chinatown to the PacBell Ballpark and Bayview/Visitacion Valley;	24	24	19	28	5
22. Extending Caltrain to a rebuilt Transbay Terminal;	25	29	16	19	11
23. Rebuilding the Transbay Terminal to ensure that San Francisco is the terminus for future high speed rail service;	30	30	16	17	7
24. Improving paratransit services for seniors and the disabled;	37	35	10	13	5
25. Replacing Doyle Drive to improve earthquake and traffic safety and access to the Presidio by car, transit, bikers and pedestrians;	25	27	19	19	10
26. Creating an integrated citywide rapid bus system;	32	26	12	18	11
27. Reducing transit travel times and improving connections between buses and trains;	38	30	11	15	6
28. Installing a traffic signal preemption system that gives priority to buses;	22	21	23	25	9
29. Installing real time indicators at bus stops to inform people of the wait time for the next bus;	37	23	16	21	3
30. Installing a centralized traffic signal control system to improve traffic handling in congested corridors;	36	33	11	14	6
31. Increasing funding for bicycle and pedestrian projects;	31	28	17	20	4
32. Using local funding to secure state and federal matching funds for transportation projects;	41	29	12	12	6
33. Making neighborhood traffic safety and traffic calming improvements;	35	32	13	13	7
34. Maintaining and rehabilitating local streets and roads;	43	34	10	11	2



	<b><u>Much more Likely</u></b>	<b><u>Somewhat more likely</u></b>	<b><u>Somewhat less likely</u></b>	<b><u>Much less likely</u></b>	<b><u>(Don't Know)</u></b>
35. Maintaining the existing transit system;	32	35	13	15	5
36. Replacing older buses with clean fuel or electric vehicles.	49	29	8	11	3

**(END RANDOMIZE)**

**[SAMPLE A]**

37. Given all that you have heard, if the election on Proposition B were held today would you vote YES to approve Proposition B or would you vote NO to reject Proposition B? (IF UNDECIDED) Well, do you lean toward voting YES or do you lean toward voting NO?	
Yes	63
(Lean Yes)	7 ==>70
No	22
(Lean No)	3 ==>25
(Don't Know)	5

San Francisco elected officials are also considering increasing the sales tax from the current ½ cent to a full cent in order to pay for a number of additional transportation projects in the city. I'm going to read you a list of additional projects that would be funded by increasing the sales tax from a ½ cent to one cent. After hearing about each project, please tell me whether funding of that project in this plan would make you much more likely, somewhat more likely, somewhat less likely, or much less likely to vote for a new Proposition B.

**[END SPLIT SAMPLE]**

**(RANDOMIZE Q38 –Q42)**

	<b><u>Much more Likely</u></b>	<b><u>Somewhat more likely</u></b>	<b><u>Somewhat less likely</u></b>	<b><u>Much less likely</u></b>	<b><u>(Don't Know)</u></b>
38. Building the Geary Light Rail Line from the Sunset to Union Square;	31	27	14	22	6
39. Building the Van Ness Light Rail Line;	27	26	16	23	8
40. Undergrounding 19th Avenue in Golden Gate Park;	26	17	21	30	6
41. Building the 16th Street underpass at the Caltrain crossing;	15	20	25	23	17

	<b><u>Much more Likely</u></b>	<b><u>Somewhat more likely</u></b>	<b><u>Somewhat less likely</u></b>	<b><u>Much less likely</u></b>	<b><u>(Don't Know)</u></b>
42. Building the Geneva Avenue bus rapid transit line;	17	20	21	25	17

**[END RANDOMIZE]**

**[SPLIT SAMPLE A]**

The one-cent transportation sales tax measure that may be on the ballot this November reads as follows:

“To accelerate the availability of sales tax and bond revenues for San Francisco transportation projects, shall San Francisco voters rescind current County transportation sales tax and replace it with one cent sales tax to fund new County Transportation Expenditure Plan to:

- Build Central Subway, Geary and Van Ness Rail Lines
- Extend Caltrain to Transbay Terminal
- Build citywide rapid bus network
- Underground 19<sup>th</sup> Avenue in Golden Gate Park
- Bicycle and pedestrian safety
- Transportation for seniors and disabled.
- Maintain local streets and roads

43. Given all that you have heard, if the election to increase the transportation sales tax to one cent were held today would you vote YES to approve it or would you vote NO to reject it? (IF UNDECIDED) Well, do you lean toward voting YES or do you lean toward voting NO?	
Yes	46
(Lean Yes)	6 ==>52
No	42
(Lean No)	2 ==>44
(Don't Know)	4

**[END SPLIT SAMPLE A- ASK OF SPLIT SAMPLE B]**

44. If the election on Proposition B were held today would you vote YES to approve it or would you vote NO to reject it? (IF UNDECIDED) Well, do you lean toward voting YES or do you lean toward voting NO?	
Yes	51
(Lean Yes)	5 ==>56
No	34
(Lean No)	4 ==>38
(Don't Know)	6

**[END SPLIT SAMPLE RESUME ASKING EVERYONE]**

I'd like to ask you a few questions for statistical purposes only.

45. Thinking about the environment for a minute, imagine a scale that runs from 1 to 7 where 1 means you are not an environmentalist at all and 7 means you are a very strong environmentalist. Where would you place yourself on that scale?

1	2	3	4	5	6	7	8	Mean
Not environmentalist				Strong Environmentalist			(Don't Know)	
3	2	6	15	32	20	21	1	<b>5.22</b>

46. What is the last grade you completed in school?

Some grade school	1
Some high school	3
Graduated High School	12
Technical/Vocational	1
Some College	18
Graduated College	40
Graduate/Professional	25
(Don't Know/Refused)	0

47. Do you rent or own your home or apartment?

Rent	49
Own/buying	48
(Other)	3
(Don't Know)	0

48. How long have you lived at your current address?

(0-3 years)	24
(4-6 years)	16
(7-10 years)	17
(11-14 years)	9
(15-20 years)	9
(20+ years)	25
(Born here)	0
(Refused)	-

49. In terms of your job status, are you employed, unemployed but looking for work, retired, a student, or a homemaker?

Employed	51
Unemployed	10
Retired	26
Student	7
Homemaker	3
(Other)	3
(Don't Know)	0

**(IF Q49=2 or 3 or 4 or 5 or 6 or 7, SKIP TO Q56)**

50.	What is your occupation?	
	(Professional)	36
	(White Collar Manager)	16
	(White Collar Clerk)	11
	(Service)	11
	(Farmer)	-
	(Unskilled Blue Collar)	4
	(Skilled Blue Collar)	6
	(Other)	15
	(Don't Know/Refused)	1
51.	On the average day, how long would you estimate that it takes you to get to work?	
	Under 10 minutes	20
	10 to 30 minutes	45
	30 to 60 minutes	28
	Over 60 minutes	3
	(DK/Refused)	4
52.	What county do you work in?	
	San Francisco	77
	Alameda	5
	San Mateo	8
	Santa Clara	2
	Other	8
53.	What city do you work in?	
	San Francisco	86
	Oakland	2
	Palo Alto	1
	Other	11
54.	What zip code do you work in?	
	San Francisco	75
	South Bay	9
	East Bay	5
	North Bay	1
	Other	1
	(Don't Know)	9

55. What mode of transportation do you use most often to get to work? Do you... **(ONE RESPONSE)**

Drive by yourself	47
Ride MUNI (bus, MUNI Metro subway, cable cars.)	21
Carpool or vanpool	4
Ride BART	6
Ride Caltrain	1
Ride a bicycle	3
Ride a motorcycle	0
Ride the ferry	-
Use special transportation services for seniors and people with disabilities-	
Walk	11
(Use some other mode)	6
(DK/Refused)	1

**(RESUME ASKING EVERYONE)**

56. What is your sexual orientation-- Straight, Gay, Lesbian, or bi-sexual?

Straight	76
Gay	9
Lesbian	1
Bi-Sexual	1
Other	1
(Refused)	12

57. What is your age?

18-24	4
25-29	7
30-34	10
35-39	11
40-44	10
45-49	8
50-54	9
55-59	8
60-64	8
65+	19
(Refused)	6

58. What race would you classify yourself as-- African-American, White, Hispanic, Asian, multi-racial, or something else:

African-American/Black	9
White/Caucasian	66
Hispanic/Latin-Am	5
Asian/Asian-Am	8
Multi-racial (2 or more)	4
(Other_)	3
(Refused)	5

Thank You!

\*\*\* *end* \*\*\*

Party		
	Democrat	58
	Republican	13
	Other	29
Assembly District		
	12	42
	13	58
Congressional District		
	8	82
	12	18
Supervisory District		
	1	8
	2	10
	3	8
	4	9
	5	11
	6	8
	7	9
	8	12
	9	8
	10	9
	11	8

**Exhibit B**

**San Francisco County  
Transportation Authority  
Voter Opinion Survey 2010**

**Prepared by:**

**EMC Research, Inc.**  
436 14th Street, Suite 820  
Oakland, California 94612  
(510) 844-0680

**Prepared for:**



**San Francisco County Transportation Authority**  
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San Francisco, California 94102

**April 2010**

**FINAL REPORT: May 27, 2010**

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## **INTRODUCTION**

The San Francisco County Transportation Authority (SFCTA) commissioned EMC Research (EMC) in March 2010 to conduct quantitative opinion research in order to gauge potential support for a SB 83 ballot measure to establish a \$10 per vehicle registration fee for transportation in San Francisco. The research project measured issue environment, initial reaction to a ballot measure, support for various elements that may be included in the expenditure plan, effects of various messages on voter opinion, and the potential effects of a crowded ballot scenario.

This report presents the findings of the research project, along with EMC's conclusions and recommendations based on thorough analysis of the data.

## **METHODOLOGY**

This survey report is based on the results of 534 interviews conducted among likely November 2010 voters in San Francisco. Respondents were selected at random from a list of likely voters, and interviewed by telephone by trained professional interviewers during the weekend and weekday evening hours of March 15 – 21, 2010. The margin of error for the overall results is  $\pm$  4.3% at the 95% confidence level. The margin of error for demographic and attitudinal subgroups of the sample is larger and varies depending on the size of the subgroup. The survey was offered in English, Spanish, and Cantonese.

## **SUMMARY OF KEY FINDINGS**

### **Voters see a need for funding for San Francisco's transportation network.**

Half of the voters (51%) believe there is a great need for additional funding for transportation planning and street and road improvement programs in San Francisco, and another 32% say there is some need, for a total of 83%.

### **The measure comfortably clears the fifty percent plus one threshold.**

When respondents are initially read a ballot question for implementing a vehicle registration fee, a total of 66% say they would vote yes (34% definitely, 30% probably, 2% lean), while 31% are in the "no" camp (18% definitely, 12% probably, 1% lean).

### **A twenty year expenditure plan review and update does not move the vote.**

Support is comfortably above fifty percent without mention of how often the plan would be updated and by whom, indicating that voters are comfortable enough with the measure to not need it. More than half of San Francisco voters (62%) say a twenty year update and approval by SFCTA would either make them less likely to vote for the measure or it would have no effect on their vote.

### **There is support for programs that impact all parts of SF's transportation network.**

Seven out of ten San Francisco voters place a high priority for funding from the fee on improving MUNI's reliability (69% high priority; 44% very high), while 66% place a high priority on repairing local streets and roads (38% very high). Fifty-nine percent believe programs that encourage people to get around without driving cars should be a high priority (39% very high), and 57% say pedestrian safety improvements are a high priority (32% very high).

### **Support for the measure is remarkably stable.**

Messages in support of and in opposition to the measure essentially have no effect on the vote, with 69% voting yes after positive messages, and 67% voting yes after negative messages. The

opposition also remains stable, at 28% after positives and 29% after negatives. None of the negative messages tested compel more than 38% to be more likely to oppose the measure.

**A crowded ballot scenario does not pose a threat for this measure.**

The potential effect of the San Francisco VRF measure being placed last on a crowded ballot after a range of other possible state and local revenue measures, including a state parks vehicle license surcharge, a San Francisco G.O. bond, and a SFUSD parcel tax was assessed. In this scenario, the SF VRF measure performs the best of all the tested revenue measures, at 66% support, as compared with approximately 60% supporting each of the other three measures.

**In today's economic climate, one-third of San Francisco voters are tax-hostile.**

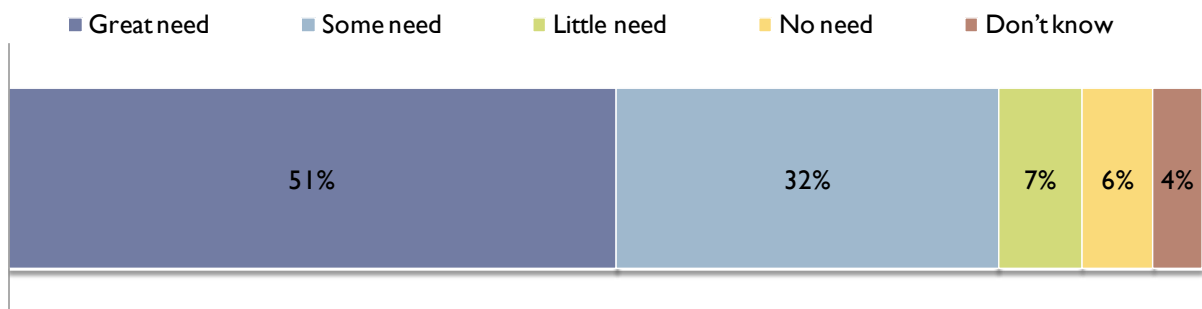
By all measures tested on the poll, it appears that about one-third of San Francisco voters are currently inclined to vote against any revenue measure on the ballot. This was consistent across general tax questions, as well as their votes on the VRF and other measures tested in the poll.

## DETAILED FINDINGS

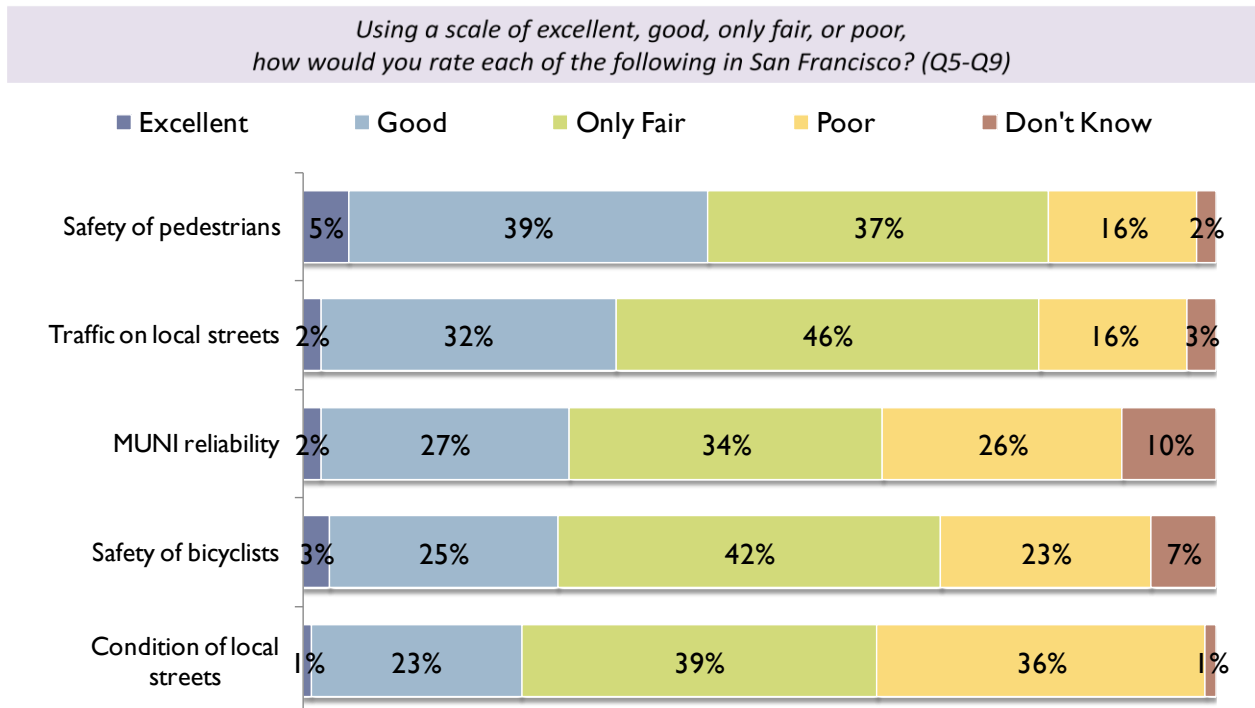
### Voters see a need for funding for San Francisco's transportation network

Half of the voters (51%) believe there is a great need for additional funding for transportation planning and street and road improvement programs in San Francisco, and another 32% say there is some need. This pattern holds true across all demographic groups, although there is slightly less intensity among Asian voters, younger voters, Republicans, non-Democrats under 65, and voters in Supervisorial Districts 2, 5, and 6. *However, among all groupings, a majority believe there is at least some need for more money for transportation planning and street and road improvements in San Francisco.*

*Thinking about transportation planning and street and road improvement programs in San Francisco, would you say that there is a great need for additional funding, some need, a little need, or no real need for additional funding for transportation planning and street and road improvements? (Q10)*

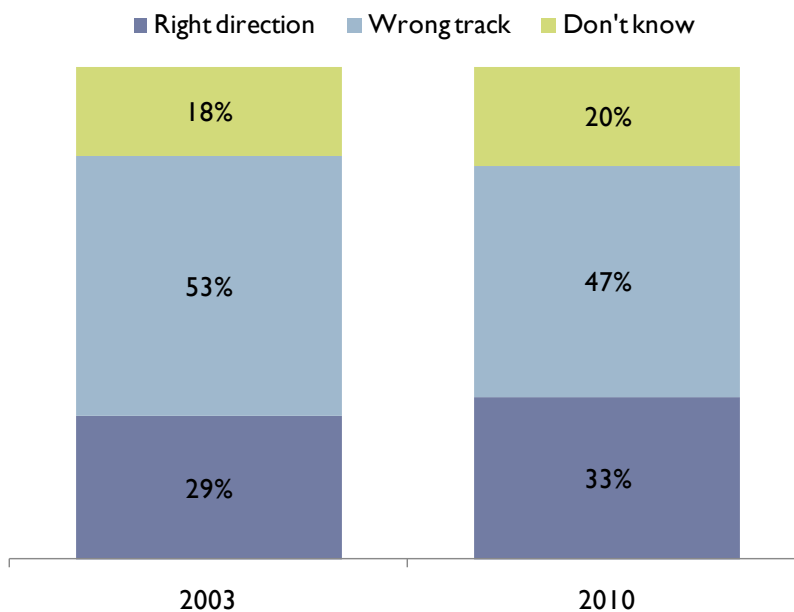


When asked to rate specific elements of San Francisco’s transportation network, voters see room for improvement across all areas. The lowest rated area is the **condition of local streets and roads**. Three-quarters (75%) rate the local street and road conditions as only fair or poor, while 23% give it a good rating, and just 1% say the condition of local streets and roads is excellent. **Safety for bicyclists on streets and roads** is another low spot, with 65% saying bicyclist safety is only fair or poor, with just 28% saying it is excellent or good. While 10% cannot give a quality rating to **MUNI reliability**, of those who can rate it, two-thirds (67%) say MUNI’s reliability is only fair or poor. **Pedestrian safety** is the highest-rated element of those tested, but still a net negative, with 53% saying the safety of pedestrians is only fair or poor, while 44% say it is excellent or good.



San Francisco's voters remain fairly negative about how things are going in the city. Just one-third (33%) say things in San Francisco are going in the right direction, while 47% believe things have gotten pretty seriously off on the wrong track. This result tracks closely with the numbers from 2003 before the successful Proposition K, when 29% said things in San Francisco were generally going in the right direction, and 53% said things were pretty seriously off on the wrong track.

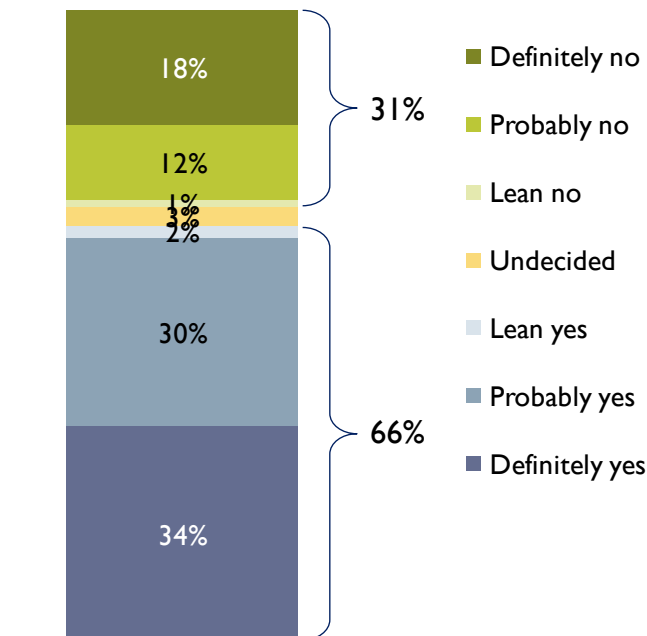
*Do you feel that things in San Francisco are generally going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track? (Q4)*



## The measure comfortably clears the fifty percent plus one threshold

When respondents are initially read a ballot question for implementing a vehicle registration fee, a total of 66% say they would vote yes to approve the measure, while 31% would vote to reject the measure. Just 3% are not able to respond either yes or no, even when probed on which way they lean.

*Shall the San Francisco County Transportation Authority establish a **local vehicle registration fee of \$10**, to be directed to repairing local streets and roads; improving traffic flow; improving transit reliability, and making streets and sidewalks safer for pedestrians and bicyclists, with expenditures subject to strict monitoring and with all revenues staying in San Francisco?*



Younger voters are more supportive of the measure than older voters, although the measure is supported by a majority of all age sub-groupings examined. Almost three-quarters (72%) of those under 45 would vote yes on the measure, a group that makes up 41% of the electorate. Sixty-four percent of those voters aged 45-64 (31% of the electorate) support the measure, and 60% of those 65 and up (28% of the electorate) support it.

Women and men are equally likely to support the VRF measure, with 67% of men and 65% of women supporting it on the initial vote. However, when the genders are broken into age groups, men aged 65 and up are very supportive (78% support), while women aged 65 and up



are right on the cusp at 50% support. In the youngest age group, 79% of women under 45 support the measure, as contrasted with 65% of men under 45 in support.

Unsurprisingly, a majority of Republicans oppose the measure, with 58% of Republicans in opposition. However, at just 10% of the San Francisco electorate, their opposition should not be seen as a threat to passage, as 69% of Democrats and 70% of all other voters support the measure.

The measure receives majority support in all Supervisorial Districts in San Francisco. The most supportive districts are 9 (76% support), 8 (75% support) and 3 (74% support), while the least supportive are 2 (52% support) 11 (52% support) and 7 (54% support).

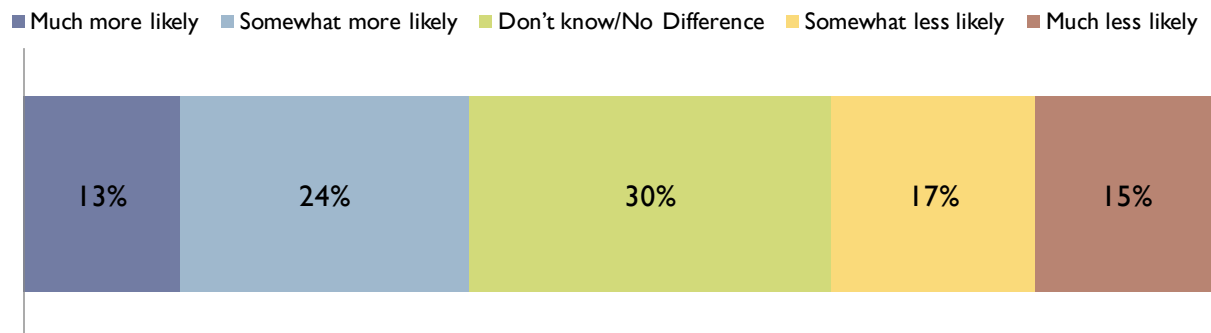
A perception of need for funding appears to translate directly into vote intent. Among those who believe there is a great need for transportation planning funding (51% of voters), 73% say they will vote for the ballot measure. Sixty-five percent (65%) of those who see some need for transportation planning funding (32% of voters) are in favor of the measure.

## A twenty year expenditure plan review and update does not move the vote

Support for the measure is comfortably above fifty percent on the initial vote question, which makes no mention of how often the plan would be updated and by whom. This indicates that voters are comfortable enough with the measure to not need any other controls to be specifically required in the ballot measure, such as prescribed periodic expenditure plan review.

When the concept of a twenty year update and approval by the SFCTA is described, 37% of the voters say they would be more likely to support the measure, and 32% say they would be more likely to oppose the measure. Another 30% say they don't know, or that it would not make a difference in their likelihood to support the measure.

*What if the expenditure plan for this fee was updated and approved by the San Francisco County Transportation Authority every twenty years? Would this make you more or less likely to vote for a measure to establish a vehicle registration fee to pay for local road and transportation improvements? (Q15)*



The mixed response to this question may also indicate the voters' unfamiliarity with the SFCTA, rendering them unable to determine if update and approval by SFCTA would be a good or a bad thing. In addition, twenty years may sound like a very long time frame, which may have compelled some to say they are less likely to support the measure because their assumption was either a shorter time period between updates, or a constant update process.

## **There is support for programs that impact all parts of SF's transportation network**

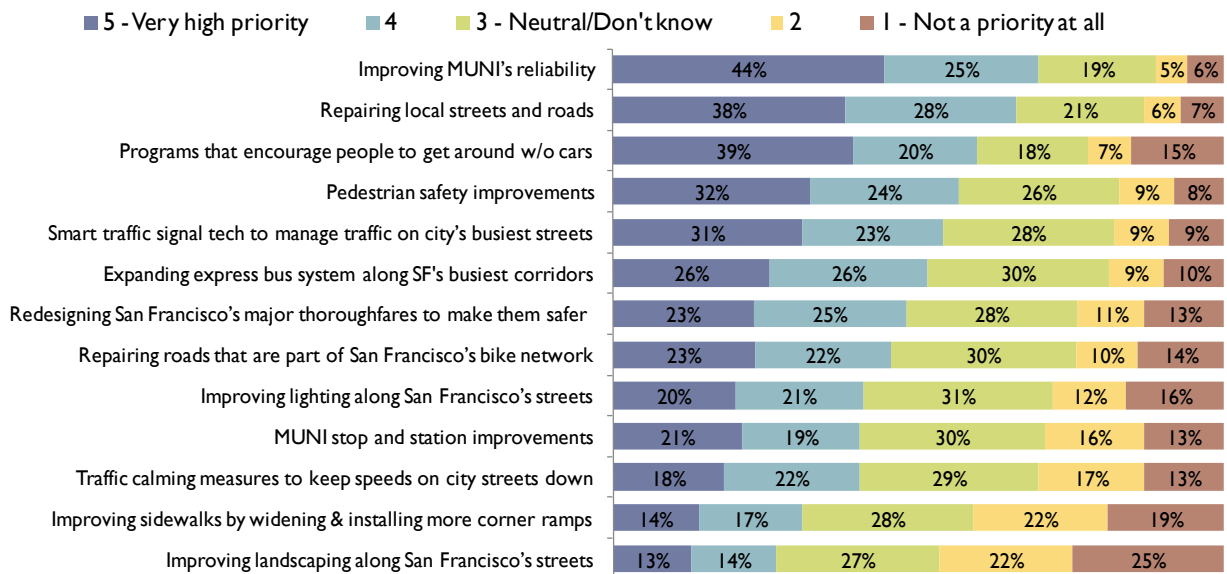
Survey respondents were read a list of projects and programs that the measure may fund, and asked to place a priority rating on each item on a scale from one to five. It is important to note the variety of project types that come out at the top of the list: Improvements for transit riders, drivers, and non-drivers are all among the top funding priorities tested.

**Improving MUNI's reliability** is the component with the highest and most intense level of support, with 69% of voters saying they believe it should be a priority for funding, and 44% saying it should be a very high priority. Just 6% did not think MUNI reliability improvements should be a priority at all for this funding.

**Repairing local streets and roads** was given a high priority by 66% of voters, just slightly less than those who placed priority on MUNI reliability. The intensity of support for repairing local streets and roads was slightly less, with 38% saying it should be a very high priority for funding.

People also support funding **programs that encourage people to get around without driving their cars**, with six out of ten (59%) saying that should be a funding priority, and 39% saying it should be a very high priority. However, twenty-two percent (22%) believe encouraging people to get around without driving should be a low priority, or not a priority at all.

How a high a priority should [the following] be to pay for with the revenues? Use a scale from one to five, where one means it should not be a priority at all and five means it should be a very high priority. (Q17-Q29)



Looking at the subset of voters who are inclined to support the measure, their funding priorities mirror the top three funding priorities (Muni reliability improvements, street and road repair, and encouraging people to get out of their cars) for all voters.

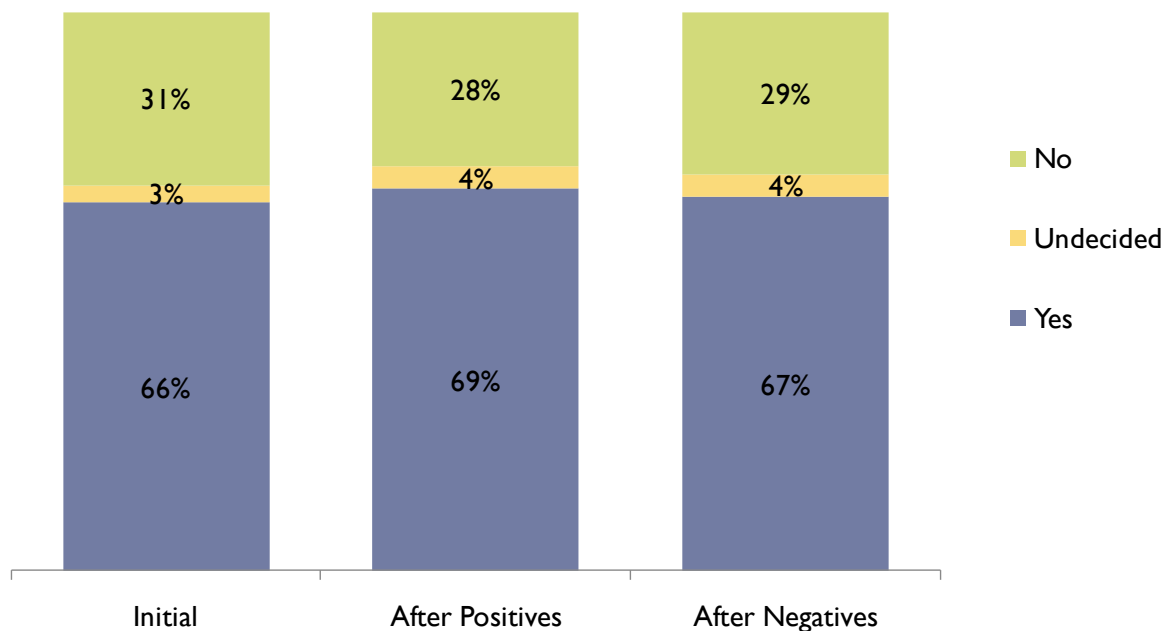
At the bottom of the list is **improving landscaping along San Francisco's streets**, which is a funding priority for just 27% of voters (with 13% saying it should be a very high priority). One quarter (25%) do not think landscaping should be a priority at all, and another 22% say it should be a low priority.

Even though **pedestrian safety improvements** ranked 4<sup>th</sup> on the priority list (56% thought that should be a funding priority), specific sidewalk accessibility improvements did not score as well. Thirty-one percent (31%) think **improving city sidewalks by widening them and installing more corner ramps** should be a funding priority, while 41% think it should not be a funding priority.

## Support for the measure is remarkably stable

After gathering information about current opinions on a ballot measure and funding priorities, the final section of the survey led respondents through a simulation exercise where they were read messages on both sides of the measure to measure the stability of their vote intent. These messages had almost no impact on their vote intent either for or against the ballot measure.

*Would you now vote yes to approve or no to oppose the San Francisco VRF measure?*



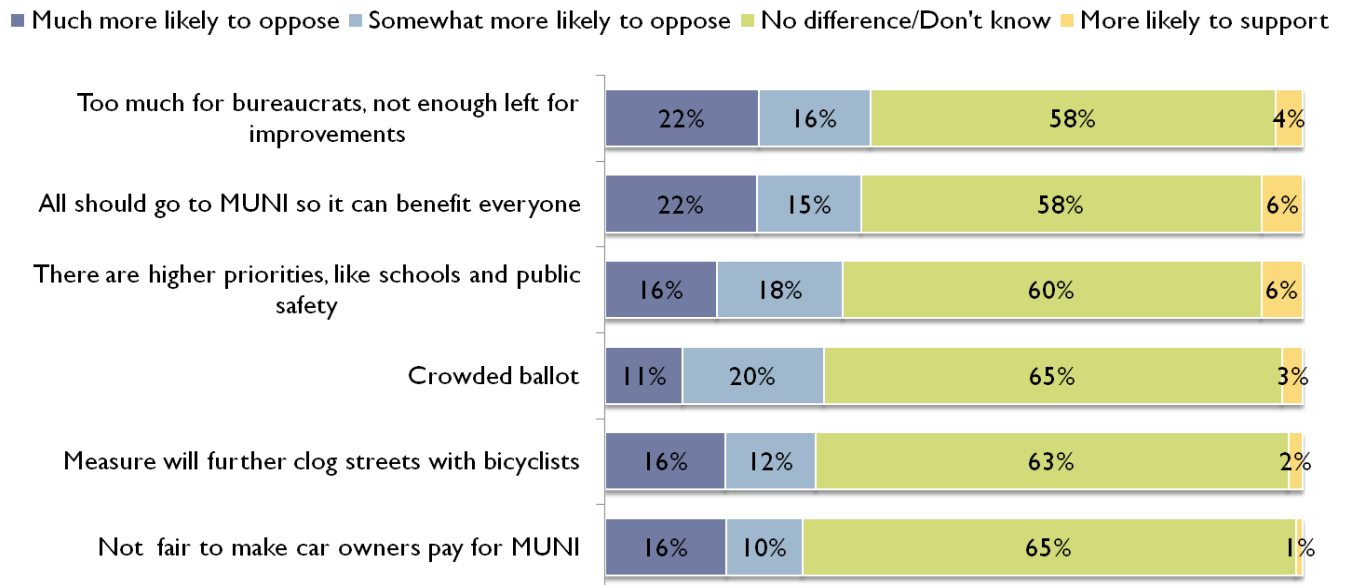
Voters were read the following statement of support after their response to initial vote question was recorded:

Supporters of this measure say it will be a critical part of San Francisco's transportation funding. Money from this measure will pay for important safety improvements for drivers, pedestrians, and bicyclists, as well as improving MUNI's reliability and efficiency. Passing this measure guarantees that any money raised will stay in San Francisco, and none can be taken away by the state.

Support for the measure after hearing this positive messaging remained statistically unchanged, at 69% support and 28% in opposition.

A set of six negative messages was read to survey respondents, and they were asked for the reaction to each one, as well as a re-vote after they were all read. None of the negative messages tested resonated with enough voters to defeat the measure; the strongest message resulted in 38% saying they were more likely to oppose the measure (most of whom were already opposing the measure anyway).

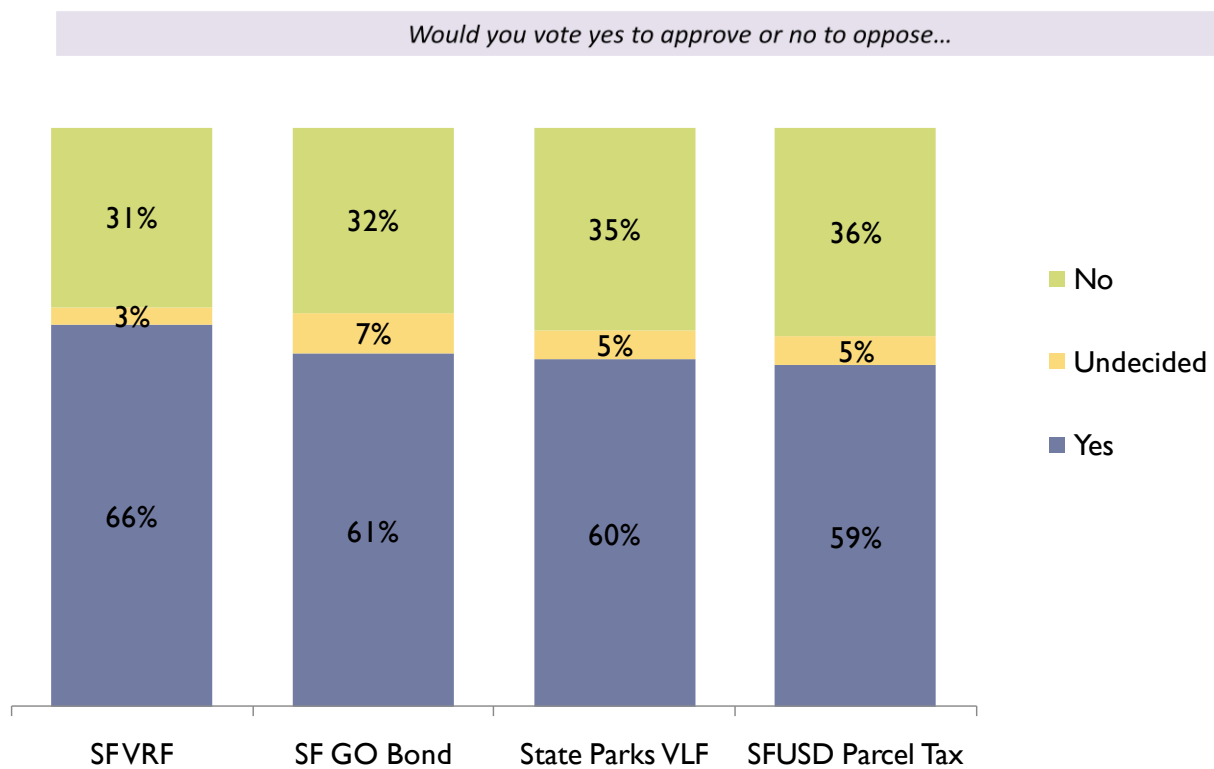
*After each statement, please tell me if it would make you much more likely to support the measure or somewhat more likely to support the measure, or if it makes no difference. (Q31-Q36)*



## A crowded ballot scenario does not pose a threat for this measure.

In addition to testing the potential San Francisco VRF ballot measure, a set of other potential ballot measures were tested both to simulate the likely crowded November ballot and to gain some perspective and depth on the voters' feelings on various types of taxes. These measures are not necessarily going to be on the November ballot, nor are the specifics of language and dollar amounts necessarily accurate if they do end up on the ballot, but they represent a range of possible measures.

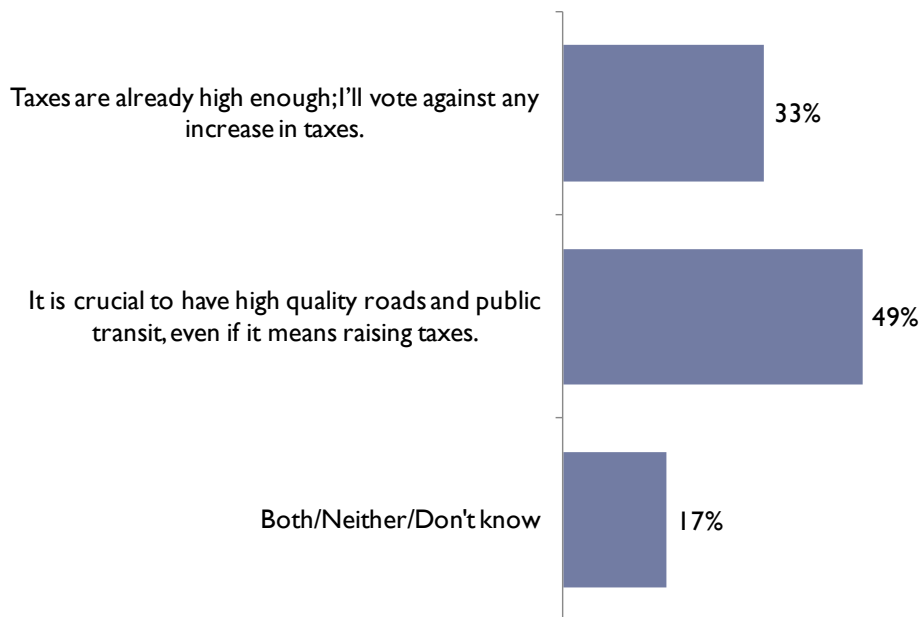
The measures tested were an \$18 California vehicle license surcharge for state parks, a \$309 million San Francisco general obligation bond for streets and roads, and a \$200 parcel tax for the San Francisco Unified School District. *The San Francisco vehicle registration fee measure outperformed all other measures tested, even though we placed it last to simulate the worst case scenario for ballot placement.* Support for the SF VRF measure tested at 66% in favor, as compared with 61% in favor of the SF streets and roads bond, 60% in favor of the state parks vehicle license surcharge, and 59% in favor of the SFUSD parcel tax.



## In today's economic climate, one-third of San Francisco voters are tax-hostile.

By all measures tested, about one-third of San Francisco voters are likely to oppose essentially any revenue measure on the ballot. In a forced-choice question about opposing all taxes versus supporting taxes for roads and transit, 33% agreed with the statement "Taxes are already high enough; I'll vote against any increase in taxes."

*Which of the following is closer to your opinion: (Q16)*



In addition, opposition to all of the measures tested in this survey hovers around the one-third level, as we see on this general tax-aversion question. This stability of opposition to tax increases would make it very difficult right now to pass any revenue measure in San Francisco that requires a two-thirds vote, but fifty percent plus one measures should not be too vulnerable to a straight anti-tax campaign.



## RECOMMENDATIONS

Conditions appear favorable for placing a ten dollar vehicle registration fee on the ballot in San Francisco. Extra accountability measures, such as a specifically prescribed 20 year expenditure plan review and approval, are not necessary to win voter support. The measure as it was described in the poll has good stability of support, coupled with a lack of resonance of negative messaging about the measure.

Should a measure be placed on the ballot, there are several components that we believe will be important to include in the measure, and if possible, the ballot question itself:

- Revenues from this fee will stay in San Francisco.
- The expenditure plan should include components for road repair, transit reliability, and bicycle and pedestrian improvements.

## **APPENDICES**

- A. Survey questionnaire with topline**
- B. Survey work plan**
- C. Survey sample plan**
- D. Survey pretest results and recommendations**
- E. Survey call disposition report**
- F. Executive summary of survey findings**



## A. Survey questionnaire with toplines

**Telephone Survey of likely November 2010 Voters - San Francisco**  
**Conducted for: San Francisco County Transportation Authority**  
**March 15-21, 2010**  
**n=534; Margin of Error  $\pm$  4.3 percentage points**  
**EMC #10-4238**

*All numbers in this document represent percentage (%) values. Please note that due to rounding, percentages may not add up to exactly 100%.*

Hello, my name is \_\_\_\_\_, may I speak with **(NAME ON LIST)**. **(SPEAK TO NAME ON LIST ONLY)**  
 Hello, my name is \_\_\_\_\_, and I'm conducting a survey for EMC Research to find out how people in your area feel about some of the different issues facing them. We are not trying to sell anything, and are collecting this information on a scientific and completely confidential basis.

---

1.	<b>Gender (Record from observation)</b>	
	Male	48%
	Female	52%
2.	Are you registered to vote at your current address?	
	Yes $\rightarrow$ CONTINUE	100%
	No $\rightarrow$ <b>TERMINATE</b>	-
3.	I know it's a long ways off, but what do you think are the chances that you will vote in the November 2010 statewide general election for Governor and other candidates and issues — are you almost certain to vote, will you probably vote, are the chances 50/50, or will you likely not vote in that election?	
	Almost Certain $\rightarrow$ CONTINUE	86%
	Probably $\rightarrow$ CONTINUE	10%
	50/50 Chance $\rightarrow$ CONTINUE	5%
	Will not vote/(Don't Know) $\rightarrow$ <b>TERMINATE</b>	-
4.	Do you feel that things in San Francisco are generally going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?	
	Right Direction	33%
	Wrong Track	47%
	(Don't Know)	20%

Using a scale of excellent, good, only fair, or poor, how would you rate each of the following in San Francisco?

**BEFORE EACH QUESTION:** The (first/next) one is...

**AFTER EACH QUESTION AS NECESSARY:** How would you rate <ITEM>, using a scale of excellent, good, only fair, or poor?

**Scale:**

1. Excellent	2. Good	3. Only fair	4. Poor	5. (Don't know)
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**(RANDOMIZE Q5-Q9)**

5.	Traffic on local streets and roads	2%	32%	46%	16%	3%
6.	The condition of local streets and roads	1%	23%	39%	36%	1%
7.	MUNI reliability	2%	27%	34%	26%	10%
8.	The safety of pedestrians on streets and sidewalks	5%	39%	37%	16%	2%
9.	The safety of bicyclists on streets and roads	3%	25%	42%	23%	7%

**(END RANDOMIZE)**

10.	Thinking about transportation planning and street and road improvement programs in San Francisco, would you say that there is a great need for additional funding, some need, a little need, or no real need for additional funding for transportation planning and street and road improvements?	
	Great need	51%
	Some need	32%
	Little need	7%
	No need	6%
	(Don't know)	4%

I'd like to read you a few different measures that may be on your ballot sometime soon.

11. The first one would establish an \$18 annual vehicle license surcharge to help fund State Parks and wildlife programs, and grant free admission to all state parks to surcharged vehicles. It would require that funds be used solely to operate, maintain and repair the state park system, and to protect wildlife and natural resources. Commercial vehicles and trailers would be exempt from the surcharge.

If this measure were on the ballot today, would you vote "Yes" to approve this measure, or "No" to reject it? **(IF YES/NO: Would you definitely vote "Yes"/"No," or would you probably vote "Yes"/"No"?) (IF UNDECIDED/DON'T KNOW: Toward which way do you lean — toward voting "Yes" to approve, or toward voting "No" to reject?)**

Definitely yes	34%
Probably yes	24%
(Lean yes)	2%→60%
Definitely no	18%
Probably no	15%
(Lean no)	2%→35%
(Undecided/Don't know)	5%

12. The next one is...

*To fix potholes, repair and resurface streets in neighborhoods throughout San Francisco; improve safety for drivers, bicyclists, and pedestrians; repair and strengthen deteriorating bridges and overpasses; and improve disabled access to sidewalks; shall the City and County of San Francisco issue three hundred nine million dollars in general obligation bonds subject to independent oversight and regular audits?"*

If this measure were on the ballot today, would you vote "Yes" to approve this measure, or "No" to reject it? **(IF YES/NO: Would you definitely vote "Yes"/"No," or would you probably vote "Yes"/"No"?) (IF UNDECIDED/DON'T KNOW: Toward which way do you lean — toward voting "Yes" to approve, or toward voting "No" to reject?)**

Definitely yes	27%
Probably yes	29%
(Lean yes)	4%→61%
Definitely no	13%
Probably no	16%
(Lean no)	3%→32%
(Undecided/Don't know)	7%

13. The next one is...

*To enhance quality educational programs for children; attract and retain quality teachers and staff; continue to provide strong core academic programs; maintain student access to modern educational technology; and ensure reliable, local funding that will stay in our local schools; shall the San Francisco Unified School District be authorized to levy two hundred dollars per residential parcel and one thousand dollars per commercial parcel annually, with mandatory citizen oversight?*

If this measure were on the ballot today, would you vote “Yes” to approve this measure, or “No” to reject it? **(IF YES/NO: Would you definitely vote “Yes”/”No,” or would you probably vote “Yes”/”No”?) (IF UNDECIDED/DON’T KNOW: Toward which way do you lean — toward voting “Yes” to approve, or toward voting “No” to reject?)**

Definitely yes	31%
Probably yes	24%
(Lean yes)	4%→59%
Definitely no	19%
Probably no	15%
(Lean no)	1%→36%
(Undecided/Don’t know)	5%

14. The next one is...

*Shall the San Francisco County Transportation Authority establish a local vehicle registration fee of ten dollars, to be directed to repairing local streets and roads; improving traffic flow; improving transit reliability, and making streets and sidewalks safer for pedestrians and bicyclists, with expenditures subject to strict monitoring and with all revenues staying in San Francisco?*

If this measure were on the ballot today, would you vote “Yes” to approve this measure, or “No” to reject it? **(IF YES/NO: Would you definitely vote “Yes”/”No,” or would you probably vote “Yes”/”No”?) (IF UNDECIDED/DON’T KNOW: Toward which way do you lean — toward voting “Yes” to approve, or toward voting “No” to reject?)**

Definitely yes	34%
Probably yes	30%
(Lean yes)	2%→66%
Definitely no	18%
Probably no	12%
(Lean no)	1%→31%
(Undecided/Don’t know)	3%

15. And for this last measure I just read, what if the expenditure plan for this fee was updated and approved by the San Francisco County Transportation Authority every twenty years? Would this make you more or less likely to vote for a measure to establish a vehicle registration fee to pay for local road and transportation improvements? **(IF MORE/LESS LIKELY: “Is that much more/less likely to vote for the measure, or somewhat more/less likely to vote for the measure?”)**

Much more likely	13%
Somewhat more likely	24%
Somewhat less likely	17%
Much less likely	15%
(Neither more nor less likely/Neither/No difference)	19%
(Don't know)	11%

16. Which of the following is closer to your opinion: **(ROTATE 1 & 2; Read “OR” between first and second statement)**

Taxes are already high enough; I'll vote against any increase in taxes	33%
It is crucial to have high quality roads and public transit, even if it means raising taxes	49%
(Both)	6%
(Neither)	5%
(Don't Know)	6%

I'd like to ask you a few more questions about the last measure I read to you, to establish a ten dollar vehicle registration fee in San Francisco for roads, traffic, transit, and safety improvements. I am going to read you a list of things the measure might pay for. For each one, please tell me how a high a priority it should be to pay for with the revenues. Please use a scale from one to five, where one means it should not be a priority at all and five means it should be a very high priority;

**(RANDOMIZE Q17-Q29)**

**BEFORE EACH QUESTION:** The (first/next) one is...

**AFTER EACH QUESTION AS NECESSARY:** How a high a priority should that be to pay for with the revenues? Use a scale from one to five, where one means it should not be a priority at all and five means it should be a very high priority.

SCALE:	1	2	3	4	5	(DK)	Mean
	Not a priority at all			Very high priority			

17.	Repairing local streets and roads	7%	6%	19%	28%	38%	2%	3.87
18.	Repairing roads that are part of San Francisco's bike network	14%	10%	27%	22%	23%	3%	3.36
19.	Pedestrian safety improvements	8%	9%	24%	24%	32%	2%	3.66
20.	Traffic calming measures to keep speeds on city streets down	13%	17%	26%	22%	18%	3%	3.22

SCALE:	1	2	3	4	5	(DK)	Mean
	Not a priority at all			Very high priority			
21.	Redesigning San Francisco's major thoroughfares to make them safer for drivers, pedestrians, and bicyclists						
	13%	11%	26%	25%	23%	2%	3.37
22.	MUNI stop and station improvements						
	13%	16%	26%	19%	21%	4%	3.29
23.	Improving landscaping along San Francisco's streets						
	25%	22%	25%	14%	13%	2%	2.69
24.	Improving lighting along San Francisco's streets						
	16%	12%	30%	21%	20%	1%	3.19
25.	Smart traffic signal technology to manage traffic on the city's busiest streets and corridors						
	9%	9%	23%	23%	31%	5%	3.71
26.	Expanding the express bus system along San Francisco's busiest corridors						
	10%	9%	27%	25%	26%	3%	3.57
27.	Programs that encourage people to get around without driving their cars						
	15%	7%	16%	20%	39%	2%	3.66
28.	Improving MUNI's reliability						
	6%	5%	17%	25%	44%	2%	4.01
29.	Improving city sidewalks by widening them and installing more corner ramps						
	19%	22%	26%	17%	14%	2%	2.89

**(END RANDOMIZE)**

Now I'd like to read you some things people are saying about the vehicle registration fee ballot measure.

I'll start with the supporters. Supporters of this measure say it will be a critical part of San Francisco's transportation funding. Money from this measure will pay for important safety improvements for drivers, pedestrians, and bicyclists, as well as improving MUNI's reliability and efficiency. Passing this measure guarantees that any money raised will stay in San Francisco, and none can be taken away by the state.



30. Given what you have just heard, would you now vote yes to approve or no to oppose a measure that reads:

*Shall the San Francisco County Transportation Authority establish a local vehicle registration fee of ten dollars, to be directed to repairing local streets and roads; improving traffic flow; improving transit reliability, and making streets and sidewalks safer for pedestrians and bicyclists, with expenditures subject to strict monitoring and with all revenues staying in San Francisco?*

**(IF YES/NO: Would you definitely vote “Yes”/”No,” or would you probably vote “Yes”/”No”?)  
(IF UNDECIDED/DON’T KNOW: Toward which way do you lean — toward voting “Yes” to approve, or toward voting “No” to reject?)**

Definitely yes	36%
Probably yes	30%
(Lean yes)	3% → 69%
Definitely no	17%
Probably no	8%
(Lean no)	2% → 28%
(Undecided/Don’t know)	4%

Now I’ll read you some statements from people who are opposed to the measure. After each statement, please tell me if it would make you much more likely to oppose the measure or somewhat more likely to oppose the measure, or if it makes no difference.

**Scale:**

<b>1. Much more likely to oppose</b>	<b>2. Somewhat more likely to oppose</b>	<b>3. More likely to support</b>	<b>4. No difference</b>	<b>5. (Don’t know)</b>
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**AFTER EACH QUESTION: Does that make you much more likely to oppose the measure, somewhat more likely to oppose it, or does it make no difference?  
(RANDOMIZE Q31-Q36)**

31. Too much of the money raised is just going to line the pockets of overpaid government bureaucrats, with not enough left to make the transit, bike, and pedestrian safety improvements San Francisco desperately needs.
- |     |     |    |     |    |
|-----|-----|----|-----|----|
| 22% | 16% | 4% | 54% | 4% |
|-----|-----|----|-----|----|
32. With San Franciscans already suffering through smaller paychecks and rising unemployment rates, there are higher priorities for our limited tax dollars, like local schools and public safety.
- |     |     |    |     |    |
|-----|-----|----|-----|----|
| 16% | 18% | 6% | 57% | 3% |
|-----|-----|----|-----|----|
33. All of the money from this measure should go straight to MUNI so it can benefit everyone, instead of being spent on street resurfacing, pedestrians, and bicycle projects.
- |     |     |    |     |    |
|-----|-----|----|-----|----|
| 22% | 15% | 6% | 55% | 3% |
|-----|-----|----|-----|----|
34. It’s not fair to force owners of vehicles to pay a fee to improve MUNI.
- |     |     |    |     |    |
|-----|-----|----|-----|----|
| 16% | 10% | 8% | 64% | 1% |
|-----|-----|----|-----|----|

Scale:

1. Much more likely to oppose	2. Somewhat more likely to oppose	3. More likely to support	4. No difference	5. (Don't know)
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35. San Francisco already has plenty of bike lanes and bicycle-friendly roads. This measure will just further clog our streets with rude bicyclists.

16%                      12%                      8%                      61%                      2%

36. November's ballot is likely to have lots of other revenue measures competing for our tax dollars, including a state vehicle registration fee for state parks, a parcel tax for San Francisco schools, and a bond measure for city services.

11%                      20%                      4%                      62%                      3%

**(END RANDOMIZE)**

37. Given what you have just heard, would you now vote yes to approve or no to oppose a measure that reads:

*Shall a local vehicle registration fee of ten dollars be established and proceeds directed to repairing and maintaining local streets and roads; improving traffic flow; reducing pollution from cars and trucks; and making streets and sidewalks safer for bicyclists and pedestrians, with expenditures subject to strict monitoring and with all revenues staying in San Francisco?*

**(IF YES/NO: Would you definitely vote "Yes"/"No," or would you probably vote "Yes"/"No"?)**

**(IF UNDECIDED/DON'T KNOW: Toward which way do you lean — toward voting "Yes" to approve, or toward voting "No" to reject?)**

Definitely yes	32%
Probably yes	33%
(Lean yes)	2% → 67%
Definitely no	17%
Probably no	10%
(Lean no)	1% → 29%
(Undecided/Don't know)	4%

Now I'd like to ask you a few questions for statistical purposes only.

Do you regularly, that is, at least 2 or 3 times per week, use each of the following modes of transportation? By that I mean for any purpose, including commuting to school or work, running errands, or recreationally.

SCALE:

Yes	No	DK/Refused
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... do you do this at least 2 to 3 times per week?

38.	Walk?	85%	14%	1%
39.	Ride a bicycle?	16%	84%	0%
40.	Ride MUNI?	58%	41%	1%
41.	Ride BART?	25%	74%	1%
42.	Drive a car, truck, or van?	68%	32%	1%
43.	Drive a scooter, motorcycle, or moped?	5%	94%	0%
44.	In terms of your job status, are you employed, unemployed but looking for work, retired, a student, or a homemaker?			
	Employed			57%
	Unemployed			7%
	Retired			25%
	Student			7%
	Homemaker			2%
	(Other)			2%
	(Don't know)			0%
45.	Do you rent or own your home or apartment?			
	Rent/other			58%
	Own/buying			39%
	(Don't know/Refused)			3%
46.	What is the last grade you completed in school?			
	Some grade school			1%
	Some high school			4%
	Graduated High School			10%
	Technical/Vocational			2%
	Some College			18%
	Graduated College			40%
	Graduate/Professional			23%
	(Don't Know/Refused)			2%

47.	Would you consider yourself to be Black/African-American, White/Caucasian, Hispanic/Latino, Chinese, other Asian, Pacific Islander or Filipino, bi-racial, multi-racial or something else?	
	Black/African-American	5%
	White/Caucasian	60%
	Hispanic/Latino	9%
	Chinese	10%
	Other Asian	3%
	Pacific Islander / Filipino	2%
	Bi-Racial	2%
	Multi-Racial	2%
	Other	6%
48.	In what year were you born? <b>(Do not read categories, code as appropriate)</b>	
	1935 or earlier (75+)	9%
	1936-1940 (70-74)	5%
	1941-1945 (65-69)	8%
	1946-1950 (60-64)	9%
	1951-1955 (55-59)	8%
	1956-1960 (50-54)	8%
	1961-1965 (45-49)	5%
	1966-1970 (40-44)	8%
	1971-1975 (35-39)	9%
	1976-1980 (30-34)	10%
	1981-1985 (25-29)	10%
	1986-1992 (18-24)	4%
	(Refused)	6%

**THANK YOU!**

Party		
	Democrat	62%
	Republican	10%
	DTS/ Other	28%
Permanent Absentee Voter		
	Yes	41%
	No	59%

## **B. Survey work plan**

### **Telephone Survey of likely November 2010 Voters - San Francisco Conducted for: San Francisco County Transportation Authority EMC #10-4238**

#### **Sampling Methodology**

For this survey, a sample of likely November 2010 voters in San Francisco City & County will be drawn at random from current voter registration lists. This sample will be representative of likely voters in San Francisco City & County. The sample will contain voter telephone number, precinct and address, and information about in-person and absentee vote history, party registration, permanent absentee status, as well as some demographic information.

#### **Survey Methodology**

This survey is to be conducted using a telephone survey methodology. The survey will be programmed and thoroughly tested both by EMC staff and the supervisors and interviewers at our research partner. A review of the methodology and question-by-question specifications will be supplied to the interviewers, and all data are reviewed periodically throughout the study. The questionnaire will be reviewed in its entirety with the interviewers, emphasizing instructions regarding call back procedures, respondent selection, termination points, skip patterns, and acceptable probes and clarifications for open-ended questions. Pronunciations for all unfamiliar or difficult place and person names will be provided in each telephone interviewing script. Interviewing for this project is being conducted in English, Spanish, and Cantonese. All interviewing will be conducted by interviewers specially trained to administer surveys in the given language.

Prior to beginning the interviewing, the voter sample will be split into replicates, each one representing the entire sample (and therefore the entire city & county). Although, according to probability, each replicate will accurately reflect the voter population demographically and geographically, a thorough callback method will be employed to ensure reaching a random selection of respondents within the sample. As calling progresses, each replicate will be dialed thoroughly and completely, and as many as three attempts will be made on each number in a replicate before that replicate is closed and a new one is opened. For each open number, call times will be varied for the best chance of reaching the voter selected.

Each interviewer is trained in specific methods to ensure that each interview they start gets completed without the respondent dropping off mid-interview. Should a respondent indicate that they cannot complete the survey mid-call, interviewers have instructions to acknowledge possible respondent fatigue and offer to complete the survey at a scheduled time the same day or week. Those respondents who have not scheduled callbacks after a mid-interview terminate are given to the most experienced interviewers to attempt to convert the incomplete interview into a completed interview.

Interviewers are monitored periodically by an on-site supervisor and EMC staff to ensure that all

procedures are properly followed. Upon completion, each interview is reviewed twice. The initial review is conducted by the interviewer to ensure responses are accurately recorded. An experienced supervisor and editor then follow up with a second review. When necessary, respondents are called back to complete or clarify questions. In addition, answers to open-ended questions are checked for legibility, completeness, and clarity. Monitoring and review ensures that: (1) extraneous remarks are not made, (2) questions are read exactly as written, in the correct order, (3) responses are recorded verbatim, (4) skip patterns are followed correctly, (5) natural pace is maintained, (6) non-directive feedback/reinforcement is used, (7) questions are not over-probed or under-probed and non-leading probes are used.

At the conclusion of the study, the distribution of the final sample will be analyzed against any known demographic characteristics of the voter population as a whole, as well as at the city and region. If necessary, the results of the survey will be weighted to ensure accurate representation from each region and demographic grouping.

Throughout the interviewing period, the disposition of all calls made for the survey will be closely monitored. This includes keeping track of refusals, disconnected numbers, lines that are perpetually busy, lines with no answer after three attempts at varied days and times, and language and age issues. This will allow for mid-field adjustments if needed, like adjusting the calling window or looking into high disconnect rates.

## **Analysis Plan**

The primary subject of analysis for this project will be to understand the level of potential support for a vehicle registration fee for transportation projects, what projects and programs have the highest levels of support from San Francisco voters, and how the measure would perform on a crowded ballot.

The following are the primary analysis steps that may be used in the project:

*Analysis of Single Variable Statistics:* The process begins by analyzing the percentage distribution of responses on each question. This is sometimes known as “topline” results. It is the widest view and interpretation of the survey results, and shows where community perceptions are and the extent to which those opinions have crystallized. In some cases, the issue at hand requires little more than an analysis of these “topline” results. But even in those cases, we employ other methods of analysis to “dig deeper” into the results.

*Variable Modification:* In this step, EMC analysts “compact” survey responses to investigate opinions. Many of the questions we ask provide an “intensity” of response. But sometimes these “intensities” don’t tell the whole story; where does the majority of opinion lie? How do, for example, people of different generations or ethnic groups view the issue? These questions can be answered in this step.

*Analysis of Bivariate Frequency Distributions:* Extensive tables of these statistics, also known as cross-tabulation output or cross-tabs are generated for the entire survey by important demographic and attitudinal variables. These tables are systematically analyzed to determine the relationship between variables, for example: opinion differences between men and women, or between frequent and infrequent voters. In this stage, comparisons can be made between various sub-regions, age groupings, commuter frequencies, and many other variables. We identify differences

between these variables to understand better the significant differences in populations. This analysis provides the basis to begin distilling segments of the population and to identify variables for further analysis using regression and other statistical techniques.

*Regression Analysis:* The analysis will go beyond simply asking respondents which projects or programs are most important to them; because decisions are often made on a somewhat subconscious level, they may not even realize what is actually most important to them. Therefore, it is critical to identify which variables have an impact upon other variables, in particular what influences vote intent, and to determine the relative effect of each of variable on that intent. Regression analysis provides the tool to accomplish this objective. Through a well-designed, well-organized survey instrument, and with the use of regression analysis, EMC will help SFCTA determine which elements if included in the expenditure plan would attract the most support.

*Segmentation Profile Construction:* Using the answers to survey questions, we can construct and then analyze mutually exclusive groups that share a set of opinions. This segment analysis can reveal to us who is supportive of a potential Vehicle Registration fee increase, who is opposed to one, and who might be persuadable. This analysis is the culmination of our research, and is often the main tool our clients use.

EMC will utilize other statistical analysis techniques as warranted by the research questions and client inquiries. We are prepared to utilize whatever methods would prove most effective at answering the questions that need to be answered.

The products of the analysis phase will include tabulations and cross-tabulations of survey results, key findings, detailed findings, an executive summary, and other relevant information as dictated by client needs. Analysis will be conducted and reported at the county level, with some localized analysis at the Supervisorial District level. A survey report will be produced containing a summary of all analysis, with an appendix containing all referenced materials.

## C. Survey sample plan

### Telephone Survey of likely November 2010 Voters - San Francisco Conducted for: San Francisco County Transportation Authority EMC #10-4238

#### Sampling Methodology

For this survey, a sample of likely November 2010 voters in San Francisco City & County will be drawn at random from current voter registration lists. This sample will be representative of likely voters in San Francisco City & County. The sample will contain voter telephone number, precinct and address, and information about in-person and absentee vote history, party registration, permanent absentee status, as well as some demographic information.

#### Sample Distribution

The sample distribution plan will allow analysis at the citywide level, as well as allow for some analysis of San Francisco sub-geographies. The following table outlines the expected number of completes in each board of supervisors district, as well as the margin of error for each at the 95% confidence interval.

City	% of city	Number of interviews	Margin of error
<b>Citywide</b>	100.0%	530	± 4.3 pts
Supervisory District 1	8.5%	45	± 14.5 pts
Supervisory District 2	10.0%	52	± 13.6 pts
Supervisory District 3	8.0%	39	± 15.6 pts
Supervisory District 4	8.5%	48	± 14.2 pts
Supervisory District 5	10.6%	54	± 13.3 pts
Supervisory District 6	9.3%	42	± 15.1 pts
Supervisory District 7	9.3%	55	± 13.2 pts
Supervisory District 8	11.5%	71	± 11.6 pts
Supervisory District 9	7.9%	44	± 14.8 pts
Supervisory District 10	8.4%	39	± 15.7 pts
Supervisory District 11	7.9%	40	± 15.4 pts

The above distribution is the expected distribution of interviews, based on the voter population in each district. The actual number of interviews in each district may vary slightly from the numbers above. The final respondent population will be weighted to reflect the actual voter population distribution in San Francisco City & County.





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## **D. Survey pretest results and recommendations**

### **Telephone Survey of likely November 2010 Voters - San Francisco Conducted for: San Francisco County Transportation Authority EMC #10-4238**

#### **Survey Pretest Status – March 16, 2010**

The survey was programmed and tested by field service staff and EMC staff, then field tested with 30 respondents on March 15, 2010. The questionnaire program is working as drafted. There are no recommended changes to the sample plan, methodology, or questionnaire.

#### **Interviewing Status**

Interviewing will continue tonight as scheduled with EMC staff monitoring the interviews. Should any changes be necessary during the course of interviewing, EMC will issue a status report to SFCTA with recommended changes.



## E. Survey call disposition report

### Telephone Survey of likely November 2010 Voters - San Francisco Conducted for: San Francisco County Transportation Authority EMC #10-4238

<b>Total numbers dialed</b>	20599
<b>Completed interviews</b>	534
<u>By gender</u>	
Male	258
Female	276
<u>By age</u>	
18-24	24
25-29	56
30-34	55
35-39	47
40-44	40
45-49	32
50-54	47
55-59	43
60-64	55
65+	135
<b>Contacted terminates (not qualified)</b>	153
Q2 Not registered to vote	99
Q3 Will not vote/Don't know	43
Over quota gender	11
<b>Total, incomplete contacts</b>	9385
Initial refusal/Do not call list	367
Qualified refusals/break-offs	2
Not available during field period	20
Deaf/language barrier	167
No answer	1014
Busy	31
Answering machine/voicemail	183
Scheduled callbacks	1358
Disconnected number	2573
New number from phone company	11
Fax/modem	43
Privacy manager	11
Wrong number	718
Non-residential number	169





## F. Executive summary of survey findings

# MEMORANDUM

TO: Amber Crabbe  
FROM: Alex Evans & Sara LaBatt  
DATE: April 8, 2010  
RE: Executive Summary of Survey Findings  
San Francisco VRF Survey

EMC Research recently conducted a telephone survey of San Francisco likely voters on issues related to a potential ballot measure to implement a vehicle registration fee as allowed by California Senate Bill 83. Outlined below is a brief summary of the key findings from the survey.

- **Voters see a need for funding for San Francisco’s transportation network.** Half of the voters (51%) believe there is a great need for additional funding for transportation planning and street and road improvement programs in San Francisco, and another 32% say there is some need, for a total of 83%.
- **The measure comfortably clears the fifty percent plus one threshold.** When respondents are initially read a ballot question for implementing a vehicle registration fee, a total of 66% say they would vote yes (34% definitely, 30% probably, 2% lean), while 31% are in the “no” camp (18% definitely, 12% probably, 1% lean).
- **A twenty year expenditure plan review and update does not move the vote.** Support is comfortably above fifty percent without mention of how often the plan would be updated and by whom, indicating that voters are comfortable enough with the measure to not need it. More than half of San Francisco voters (62%) say a twenty year update and approval by SFCTA would either make them less likely to vote for the measure or it would have no effect on their vote.
- **There is support for programs that impact all parts of SF’s transportation network.** Seven out of ten San Francisco voters place a high priority for funding from the fee on improving MUNI’s reliability (69% high priority; 44% very high), while 66% place a high priority on repairing local streets and roads (38% very high). Fifty-nine percent believe programs that encourage people to get around without driving cars should be a high priority (39% very high), and 57% say pedestrian safety improvements are a high priority (32% very high).
- **Support for the measure is remarkably stable.** Messages in support of and in opposition to the measure essentially have no effect on the vote, with 69% voting yes after positive messages, and 67% voting yes after negative messages. The opposition also remains stable, at 28% after positives and 29% after negatives. None of the negative messages tested compel more than 38% to be more likely to oppose the measure.
- **A crowded ballot scenario does not pose a threat for this measure.** The potential effect of the

San Francisco VRF measure being placed last on a crowded ballot after a range of other possible state and local revenue measures, including a state parks vehicle license surcharge, a San Francisco G.O. bond, and a SFUSD parcel tax was assessed. In this scenario, the SF VRF measure performs the best of all the tested revenue measures, at 66% support, as compared with approximately 60% supporting each of the other three measures.

- **In today's economic climate, one-third of San Francisco voters are tax-hostile.** By all measures tested on the poll, it appears that about one-third of San Francisco voters are currently inclined to vote against any revenue measure on the ballot. This was consistent across general tax questions, as well as their votes on the VRF and other measures tested in the poll.

#### Methodology

A total of 534 interviews were completed among registered voters in San Francisco. The overall margin of error for this study is +/- 4.3 percentage points.